LISTING OF CLAIMS

1   1. (currently amended) A method ~~for pricing a classified advertisement, said method~~

2   comprising:

3   receiving, by a composition engine, text of a classified advertisement from an

4   advertiser ~~, the classified advertisement to be provided access to at least one of a plurality of~~

5   ~~device types~~;

6   <u>separately</u> ~~substantially simultaneously~~ formatting the text of the classified

7   advertisement for <u>publication by</u> at least two of <u>a</u> ~~the~~ plurality of device types;

8   <u>simultaneously</u> displaying the classified advertisement <u>text on a display</u> ~~to the~~

9   ~~advertiser~~ as <u>separately</u> formatted for <u>each of</u> the <u>at least two</u> device types;

10   determining a <u>publication</u> price, by a pricing engine, for the classified

11   advertisement as formatted for <u>each of</u> the <u>at least two</u> device types; and

12   <u>simultaneously</u> displaying <u>each publication</u> ~~the~~ price <u>in association with its</u>

13   <u>corresponding displayed classified advertisement text on the display</u> ~~to the advertiser~~.

1   2. (original)   The method according to claim 1, further comprising receiving at least

2   one selection for at least one of the device types to distribute the classified advertisement.

1   3. (original)   The method according to claim 1, further comprising receiving a selection

2   for a category to place the classified advertisement.

1   4. (original)   The method according to claim 1, further comprising receiving a start date

2   to begin running the classified advertisement.

1   5. (previously amended) The method according to claim 1, further comprising said

2 pricing engine computing a total price based on a selection of the device types to provide access

3 to the classified advertisement.

1   6. (original)   The method according to claim 1, wherein the classified advertisement

2 includes an image.

1   7. (previously amended) The method according to claim 6, wherein the image is a

2 photograph.

1   8. (original)   The method according to claim 1, wherein the advertiser of the

2 advertisement includes at least one of an individual and a commercial enterprise.

1   9. (currently amended) A system ~~for pricing a classified advertisement, said system~~

2   comprising:

3   submission means for receiving text of a classified advertisement from an

4   advertiser ~~, the classified advertisement to be provided access to at least one of a plurality of~~

5   ~~device types~~;

6   composition engine means for ~~substantially simultaneously~~ <u>separately</u> formatting

7   the text of the classified advertisement for <u>publication by</u> at least two of <u>a</u> ~~the~~ plurality of device

8   types ~~; said composition means further for displaying the classified advertisement as formatted~~

9   ~~for the device types~~;

10   pricing engine means for determining a price for the classified advertisement as

11   formatted <u>to be published by each of</u> ~~for~~ the at least two device types; and

12   means for <u>simultaneously</u> displaying <u>the classified advertisement text as</u>

13   <u>separately formatted for each of the display types on a display along with</u> the <u>determined</u> price

14   <u>for publication</u> ~~to the advertiser~~.

1   10. (previously amended) The system according to claim 9, further comprising means

2   for receiving at least two selections for at least two device types to distribute the classified

3   advertisement.

1   11. (previously amended) The system according to claim 9, further comprising means

2   for receiving a selection for at least two categories to place the classified advertisement.

1   12. (original) The system according to claim 9, further comprising means for computing

2   total price based on a selection of the device types to provide access to the classified

3   advertisement.

1   13. (original) The system according to claim 9, further comprising means for receiving a

2   starting date to run the classified advertisement.

1   14. (canceled).

1   15. (currently amended) A graphical user interface (GUI) for providing a user input

2 interface to place a classified advertisement, ~~said GUI~~ comprising:

3   a text area, in said GUI, <u>programmed</u> ~~programed~~ to receive text for the classified

4 advertisement;

5   a plurality of text display areas on a single screen, in said GUI, operable to

6 simultaneously display the <u>received</u> text for the classified advertisement, the <u>classified</u>

7 <u>advertisement</u> text <u>separately</u> displayed in the text <u>display</u> areas having different <u>publication</u>

8 formats; and

9   a plurality of price display areas in said GUI, each of the plurality of price display

10 areas being associated with a different text display area and operable to display a price for

11 <u>publishing</u> ~~placing~~ the advertisement based on the <u>publication</u> format of the text in the associated

12 text display area.

1   16. (currently amended)   The method according to claim 15, wherein each of the

2 plurality of text display areas represent a different <u>publication</u> ~~output~~ device having access to the

3 classified advertisement.

1   17. (original) The method according to claim 15, wherein the different formats include a

2 different number of characters per line.

1   18. (original) The method according to claim 15, wherein the text in each of the text

2 display areas are individually editable.

1   19. (original) The method according to claim 15, wherein each price is based on a

2   number of text lines in the associated text display area.

1   Claims 20 - 45 (Canceled)

1   46. (new) A system, comprising:

2   a submission system to receive text of a classified advertisement from an

3   advertiser;

4   a composition system that separately formats the text of the classified

5   advertisement in a first format for publication by a first device type and a second format for

6   publication by a second device type;

7   . a display device for simultaneously displaying the classified advertisement text as

8   separately formatted in each of the first and second formats;

9   a pricing system that determines a price for publishing the classified

10   advertisement in each of the first and second formats; and

11   a communications system for communicating the first formatted classified

12   advertisement to the first device type for publication thereby and for communicating the second

13   formatted classified advertisement to the second device type for publication thereby.

1   47. (new) The system of claim 46 wherein the composition system further supports

2   independent editing of the classified advertisement text as simultaneously displayed in both the

3   first and second formats.

1　　48. (new) The system of claim 46 further comprising means for displaying the

2　determined price for publication of the classified advertisement text in both the first and second

3　formats.

1　　49. (new) The system of claim 48 wherein the means for displaying displays a price for

2　publication associated with each individual one of the first and second formats.

1　　50. (new) The system of claim 46 wherein the communications system communicates

2　the first formatted classified advertisement to the first device type over a first communications

3　channel and communicates the second formatted classified advertisement to the second device

4　type over a second communications channel, and wherein the composition system further

5　formats the text of the classified advertisement in a first channel format for communication over

6　the first communications channel and formats the text of the classified advertisement in a second

7　channel format for communication over the second communications channel.

8

1   51. (new) A method, comprising:

2   receiving text of a classified advertisement from an advertiser;

3   separately formatting by a composition engine the text of the classified

4   advertisement in a first format for publication by a first device type and a second format for

5   publication by a second device type;

6   simultaneously displaying the classified advertisement text as separately

7   formatted in each of the first and second formats;

8   determining by a pricing engine of a price for publishing the classified

9   advertisement in each of the first and second formats; and

10   communicating the first formatted classified advertisement to the first device type

11   for publication thereby and communicating the second formatted classified advertisement to the

12   second device type for publication thereby.

1   52. (new) The method of claim 51 further comprising allowing by the composition

2   engine of independent editing of the classified advertisement text as simultaneously displayed in

3   both the first and second formats.

1   53. (new) The method of claim 51 further comprising displaying the determined price

2   for publication of the classified advertisement text in both the first and second formats.

1   54. (new) The method of claim 53 wherein displaying comprises displaying a price for

2   publication associated with each individual one of the first and second formats.

1   55. (new) The method of claim 46 wherein the first formatted classified advertisement is

2   communicated to the first device type over a first communications channel and the second

3   formatted classified advertisement is communicated to the second device type over a second

4   communications channel, and wherein formatting by the composition engine comprises

5   formatting the text of the classified advertisement in a first channel format for communication

6   over the first communications channel and formatting the text of the classified advertisement in a

7   second channel format for communication over the second communications channel.